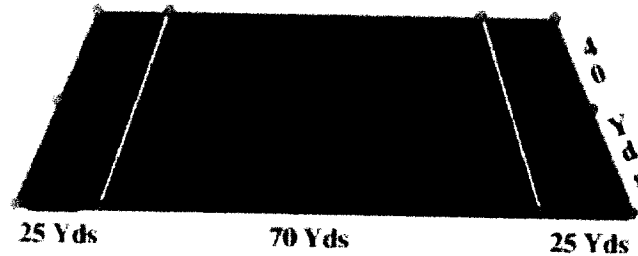


## Ultimate Frisbee in 10 Simple Rules

1. The Field -- A rectangular shape with end zones at each end. A regulation field is 70 yards by 40 yards, with end zones 25 yards deep.



2. Initiate Play -- Each point begins with both teams lining up on the front of their respective end zone line. The defense throws ("pulls") the disc to the offense. A regulation game has seven players per team.
3. Scoring -- Each time the offense completes a pass in the defense's end zone, the offense scores a point. Play is initiated after each score.
4. Movement of the Disc -- The disc may be advanced in any direction by completing a pass to a teammate. Players may not run with the disc. The person with the disc ("thrower") has ten seconds to throw the disc. The defender guarding the thrower ("marker") counts out the stall count.
5. Change of possession -- When a pass is not completed (e.g. out of bounds, drop, block, interception), the defense immediately takes possession of the disc and becomes the offense.
6. Substitutions -- Players not in the game may replace players in the game after a score and during an injury timeout.
7. Non-contact -- No physical contact is allowed between players. Picks and screens are also prohibited. A foul occurs when contact is made.
8. Fouls -- When a player initiates contact on another player a foul occurs. When a foul disrupts possession, the play resumes as if the possession was retained. If the player committing the foul disagrees with the foul call, the play is redone.
9. Self-Refereeing -- Players are responsible for their own foul and line calls. Players resolve their own disputes.
10. Spirit of the Game -- Ultimate stresses sportsmanship and fair play. Competitive play is encouraged, but never at the expense of respect between players, adherence to the rules, and the basic joy of play.



## MWR MARKETING

### BOSS Conference 2005

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## Highlights

- Marketing 101
- MWR Sponsorship
- Branding 101
- Planning Your **BOSS Event**
- Advertising Your **BOSS Event**
- Questions

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## Marketing 101

- Marketing is "an organizational function and a set of processes for creating, communicating, and delivering value to customers..."
- Marketing is **much more** than **selling** or **advertising**. It **encompasses** everything from what **products or services** you **sell** to how you get them to the **customer**.

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## Importance of Marketing



- Builds awareness among potential customers
- Captures interest in your product or service
- Makes people **want to participate** again and again
- Sells the **benefits of your product/event/program**

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## The 4 Ps and the 4 Cs (aka the "marketing mix")



Product	↔	Customer
Price	↔	Cost
Place	↔	Convenience
Promotion	↔	Communication

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## MWR Sponsorship



- Sponsorship is an exchange of goods and/or services, solicited or unsolicited.
- Authorized installation POC is the only person allowed to solicit event sponsorship
- MWR events **only** – **regulations** prohibit otherwise
- At a minimum, **request sponsorship 3 months in advance**
- Sponsor benefits and **"repeat" sponsorship**
- Sponsorship is "gravy" – **not the meat!**

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## Branding 101



➤ A brand creates a lasting impression, and sometimes an emotional connection, to a product, service or experience. Image is everything!

### ➤ Why we brand:

- Sell product and retain customers
- Build customer loyalty and participation
- Create continuity from installation to installation
- Create an emotional tie to MWR
- Communicate value of services through identity

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## Established Brands




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## Your Brand Identity



➤ New MWR logo is the standard

➤ Wherever there is a BOSS logo, there shall be an MWR logo!




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## Planning Your BOSS Event



- The major players
  - BOSS representative/program coordinator
  - Recreation Program Manager or Special Events Coordinator
  - Marketing Department
  - Commercial **Sponsorship Coordinator**
- Research; **target audience; goals and objectives**
- Plan **your programs and events one year** in advance
- Follow up with an **After Action Report (AAR)**

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## Advertising



- Advertising is part of the marketing process and helps you to promote your event or program
- Know your audience
- Send a **CONSISTENT and FREQUENT** message
- Partner with **MWR activities to cross promote**
- Utilize and apply a **promotion mix**

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## Additional Information



- Local installation MWR marketing office
- Regional MWR marketing office
- CFSC MWR marketing office

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# Corporate Sponsorship in Army MWR

## 1. What is sponsorship/donation?

- Sponsorship is an exchange of goods and/or services, solicited or unsolicited. The sponsor receives some benefit.
- Donations are a gift - not an exchange. They must be unsolicited.

## 2. Specifics and limitations.

- Can ONLY be solicited from authorized POC.
- MWR events only!!
- No sponsorship for unit events, private organizations, and non-MWR activities.
- Army sponsorship requires written agreement (reviewed by JAG/SJA/OJA).
- Sponsorship must be budget relieving - not just "nice to have." Sponsorship is "gravy" – not the meat!
- IAW Army Regulation 215-1, para. 7-47.

### Army Sponsorship and Advertising Regulations:

- AR 215-1 ; Para 7-44, 7-47, 7-48, 8-20, 7-37
- DoDI 1015, Encls 9 + 10
- AR 210-22, Chapter 3, para 1, b-(3)
- AR 1-100
- AR 1-101
- NAF Financial Management Operating Guidance

### Authorized programs:

- MWR programs/events
- Family Team Building (AFTB, MCFTB)
- Army Family Action Plan (AFAP) Program
- MCCS Volunteer Programs

## 3. What (benefits) do sponsors want?

- Merchandising and promotions
- Exposure to leadership and decision makers
- Visibility at the event
- Media support
- Retail Opportunities
- Advertising Opportunities
- Signs, banners, flyers, displays
- Cross Promotions
- Title Sponsorship
- Right of first-refusal
- Most important - some pictures showing folks having fun in proximity to sponsor banner, booth, etc.

## 4. Designated Sponsorship POCs

Contact your local MWR Marketing Office and/or Corporate Sponsorship POC.



Morale, Welfare and Recreation  
Marketing Division  
Sponsorship Request Form

Event/Program Name: \_\_\_\_\_

Date(s): \_\_\_\_\_ Location: \_\_\_\_\_

Organization: \_\_\_\_\_

Person in charge: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Alternate POC: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Event Description: \_\_\_\_\_

\_\_\_\_\_

Expected Number of Participants: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Participant Age Range: \_\_\_\_\_ Est % Male: \_\_\_\_\_ Est % Female: \_\_\_\_\_

Specify Sponsorship Needs (product, funds, etc) :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Note: Solicited and Unsolicited Commercial Sponsorship is limited to MWR supported events and activities as governed in AR215-1. Sponsorship Requests must be made at least 12 weeks prior to the event.

## **After Action Report**

*[Event Name]*

*[Event Date]*

***Time of Event:***

***Place of Event:***

***Participation:***

***Staff/Support required:***

***Sponsors and their donations (list):***

***Weather conditions:***

***Description of Event:***

***Equipment needed/used:***

***What could be changed or added next year?***